SAVE

COUPONS

THE

Pauline

ENGLISH PEERESS

TO WED AMERICAN

ICE CREAM is made to suit the most exacting. Try it at our fountain, then you'll want it every day. Although ice cream is an

> all-year food, it is especially desirable in hot weather. Balkcom's Purity Ice Cream is made from the finest ingredients, and thoroughly cooked to insure absolute goodness throughout.

> We use the best fruit flavors with Huyler's pure syrups in all our sodas and ices, thereby insuring the most delicious and refreshing to be had at any soda fount.

Saturday Special Candy 39c pound

Maxine Cherries-Martine Chocolates

A fresh shipment of these most popular confections just received . .... ie in and get your pound early today.

BALKCOM DRU

"THE PRESCRIPTION STORE"

Phone 19

Phone 123

to Pine Barren Sunday.

Mrs. W G. Milsted and children, folks. of Walnut Hill visited at W. S.

Mrs. Wm. Johns was the guest of Mrs. Whorley, of Bratt Sunday. A large crowd from Wardville vere in Atmore Tuesday to see the cattle were dipped Thursday. several hundred soldiers arrive.

with Miss Annie Belle Eddins.

Mrs. G. W. Trammell, and W. E., Mr. and Mrs. Barney Welsh re-Ward and family made a flying trip turned Friday to Crestview, after spending a few days here with home-Mrs. Nora Mims visited her mother,

Ward's Saturday night and Sunday. Mrs. L. Graham Fr.day evening last. Mrs. Bettie Ward calitd on Mrs. A. W. Majors Thursday. About one hundred and twenty-five

Mrs. Oscar Harper, of Red Level, Miss Carrie Majors spent Friday is visiting her parents, Mr. and Mrs.

LAST CALL

THIS IS THE LAST DAY OF OUR GREAT

# HALF PRICE SALE

We are offering the women of Pensacola a wonderful opportunity to replenish their summer wardrobes at a big saving. Most every one knows what our semi-annual clearance means. No elaborate description or inflated former prices are necessary. You see the garments and the plain figures before

### INCLUDED IN THIS SALE

is all our Suits, all our Dresses, all our Coats, all our Skirts (except blacks and navies), all our Waists and Blouses (except Wirthmor and Wellworth), and all our Children's Dresses. Scores and scores of captivating models, in dainty new fabrics for dress, outing or general wear.

It is truly a festival of exceptional values and you have

### TODAY ONLY

in which to share these generous price concessions. COME EARLY!

The Ready To Wear Store

9 and 11 South Palafox Street.

Society Beauty to Wed Rich Sportsman

Mr. and Earl G. Gordon, of 820 North Sixth avenue, announce the birth of a son. The child will be given the name of Earl E. Gordon, Mrs. William B. Runyan accompanied by Mr. Runyan left on a motor trip to Chattanooga, where Mrs. Runyan will spend the rest of the sum-

"I'm glad I touched shoulders with mer, but Mr. Runyan will return in about ten days. Did you know you were brave? Did MOTOR FROM Mr. and Mrs. A. R. Christian, of

Mobile, Ala., motored down to Pensacola in their car, arriving yesterday, to be guests of Mr. and Mrs. Charles E. Driver, at their home on North Ninth avenue, for a while.

ARRIVE FROM For the sound of your voice ring- MOBILE.

People Events

By CELIA MYROVER ROBINSON

POEM FOR THE DAY.

There's a comfortable thought at the

When I'm weary and lonely and

That sort of grips hold of my crusty

And bids it very merry and glad:

And finally tarills, through and

you know you were strong? Did you know there was one lean-

cheered by your simplest

Did you know that I waited and list-

Did you know that I longed for the

I had merely touched shoulders

For the place which I know I must

What fortune may send-good or

But I know I shall always be true

When once I rubbed shoulders with

-Indianapolis News.

For I have in my life that courage

nounce the birth of a son, on Fri-

The Secretof Producing

Luxuriant Hair

Is found in the use of Cuticura Soap

shampoos preceded by touches of

Cuticura Ointment to spots of dan-

druff, itching and irritation. These

fragrant, super-creamy emollients

save the hair, clear the skin and

meet every want of the toilet. For

sample of each free by return mail

address post card "Cuticura, Dept. 8G, Boston." Sold through-

out the world, Soap 25c. Ointment 25 and 50c.

I. P. REMICH & SONS "THE STORE THAT SATISFIES"

Agents Swift and Goulding Fertilizers.

Phone 722

Hot Weather Necessities

My showing of ice Tea Glasses, Water Sets, Ice Cream Dishes, Fruit Dishes, etc., is most complete.

Will C. Diffenderfer.

I am thankful for sorrows-I'll meet

I may not have wealth, and I may

smile on your face-

ened and prayed,

It gets in my soul and drives out the

It is just a sweet memory that chants

close of the day,

old heart,

through-

the refrain,

ing hard?

ing true?

better because

not be great,

ANNOUNCE BIRTH OF

you gave

day, July 13th.

blues

(10 a. m. to 2 p. m.) 4 p. m. to 8 p. m.

MOTOR TO

CHATTANOOGA.

ANNOUNCE BIRTH OF

Mrs. T. W. Finch and daughter Did you know I grew stronger and Miss Edna Finch, of Pensacola, ac companied by Misses Pearl and Effie Soost and Miss Myrtle Murray, of Mobile, arrived yesterday after a very pleasant visit at the home of I am glad that I live-that I battle Miss Edna Manning, where they were snown many social courtesies during their visit. Misses Soost and Miss Murray will be guests at the home of Mr. Finch for a few days.

> FRENCH DAY CELEBRATED TODAY.

Many of Pensacola's most prominent women are manifesting great interest in the "French Day" sale of buttons which will be held today, and Disston, of New York, Newport and Panladelphia, and has bee one of the are doing their utmost to make it a most beautiful and favored debutan tes of society. Her grandfather, now

The French National Organization for Orphans, to which the receipts from today's sale will be sent, was MR. AND MRS. TOUART WILL organized in Northern France in 1914, RETURN HOME SOON-Mr and Mrs. W. M. Nichols anat the beginning of the European Mr and Mrs M. A. Touart, Jr. war, to aid the thousands of little who have been spending several children whose fathers were lost to weeks in Louisville, Ky., and French them, temporarily at least, through Lick Springs, will return home some he mobilization of troops which was time the first of next week, after a in progress at that time. The chil- delightful trip, dren were provided with identification tags and taken to hospitals and RETURN FROM other places of refuge to be cared CAMP WALTON. for. Many of the fathers never re- Miss Sunshine Bergin and Miss turned and their children became Burns returned home on Thursday wards of the organization. There are after spending an enjoyable week at now upwards of 300,000 helpless little Camp Walton, leaving Pensacola on Many of them have been wounded, others re suffering from nervous WILL RETURN FROM shock and all are in urgent need of GREENVILLE TODAY. food, clothing and attention.

France telling of the pitiful condi- today, Miss Dorothy having spent tions under which the children came about ten days there, and Miss Myrtle under the care of the society offer having visited for about three weeks wivid proof of the need of this worthy spending their time at the home of charity, and the ladies who have the Mrs. W. R. Martin. They will be acwork in charge locally hope Pensa- companied by Miss Mary Ella Marcola will makes liberal response to the appeal.

Mrs. J. S. McGaughe, chairman of the local unit, assisted by other ladies RETURN FROM RIVER of the city, will conduct the sale of JUNCTION. rington and Bayview Park. The stands will be decorated in the national colors of America and France-The hours of sale will be from 12 o'clock noon to 8 p. m.

An added attraction will be the Barrancas band, which will play in Mallory court from 7 to 9 o'clock when all the national aires will be played. The ladies in charge of the concert are: Mrs. F. S. Mellen Mrs. I. H. Aiken and Mrs. John B. Jones. Again the ladies ask, "Will you give It is a worthy cause."

Infants-Mothers Thousands testify

Horlick's The Original Malted Milk Upbuilds and sustains the body

No Cooking or Milk required Used for 1/3 of a Century Substitutes Cost VOU Same Price.

Misses Dorothy ad Myrtle Rice will The many letters received from return home from Greenville, Ala., tin, who will be their guest for a few days.

Mrs Theodore Muller and son orphan buttons this afternoon and evening. Booths will be located at James, returned home on Thursday convenient points throughout the night from River Junction. They also business district, and also at War- visited at the home of Mrs. J. R Hendrick, in Chipley, while away-

ANNOUNCE BIRTH OF OF DAUGHTER.

the birth of a daughter. Both mother and child are doing well.

General Wood, commander of the southeastern district, is stimulating Red Cross activities in the emps under General Wood's charge. At her suggestion, estimates were prepared for converting the quarry into a bathing pool.

The pool is to be ready for use August 27th, when the second officers' training camp opens. Colonel its construction.

Remedy.

Now is the time to buy a bottle of should have an attack of colic or diar- plaits. when needed .- Adv.

New York, July 11 .- No man can possibly tell whether one style of woman's fall apparel is a coat or a dress. Advance fall designs are Chamberlain's Colic and Diarrhoea mer models because they are less draped, and more severely tailored. One of the most attractive of coat this remedy so as to be prepared in dresses for fall is distinguished by a case that any one of your family graceful skirt arrangement of side

rhoea during the summer months. It | First showings of fall fashions indiis worth a hundred times its cost cate a continuance of the rather short and moderately full skirt-

LADY INGESTRE

Miss Disston is to become the bride of John Wanamaker, Jr., wealthy

sportsman, son of Rodman Wanamak er and grandson of John Wanamaker,

millionaire merchant of Philadelphia. She is a daughter of Mrs. William

dead, founded the famous saw and steel manufacturing plant of his name.

Lady Ingestre, widow of Cant, Viscount Ingestre, eldest son of the Earl Mr. and Mrs. Joe Bruno announce of Shrewsbury, is soon to be married to Richard E. Pennoyer of California, second secretary of the American embassy in London. She has three daughters and one son.

> Fall Coatdress of Elegant Line



ts program for looking after the men in the army training camps, the Rel Cross war council has voted to build houses for convalescent soldiers in the camps at Fort Oglethorpe and Fort McPherson, near Atlanta, Ga-At Fort Oglethorpe the Red Cross is also taking over a stone quarry which is to be converted into a bathng pool large enough to accommo-

The buildings for the convalescent oldiers will be used for men able o leave the hospitals, but still unfit for duty. Here amusement and recreation will be provided, not only to break the monotony and irksomeness of the recuperation period, but to aid in speedy recovery. Large lounging rooms, writing rooms and wide porches will be features of these houses which will supplement the recreation rooms maintained by the Y.

Mrs. Leonard Wood, wife of Major

Herbert Slocum will be in charge of

Make Your Soul Glad

FORCHEIMER'S FASHION SHOP

"The Store for Women"

TURKISH BATHS Pensacola Hospital, \$1.00 Ladies-9 a. m. to 12 m. Men-1 p. m. to 9 p. m.

SAVE THE COUPONS

SAVE THE COUPONS

SAVE THE COUPONS S. VE THE COUPONS

WARDVILLE.

Wardville, July 13,-Our farmers are now laving by their crops Mr. and Mrs. J. M. Knotts of Bratt, spent the Fourth With Tim Smith

and family Jim Bryars, of Brushmy Creek, Mrs. H. Graham is ill at her home Her speedy recovery is hoped for.

passed through here Monday.

WITH MUSIC FROM A HANDSOME VICTROLA XIV ON SUNDAY MORNING Special July Terms

Saturday and Monday MAKE IT POSSIBLE FOR YOU TO OWN ONE.

Reynalds Music House

# La Mode Announces Further Important Reductions

In addition to our SEMI-ANNUAL HALF-PRICE SALE that is now in progress, on practically everything in our store, we will offer for Saturday and Monday:

One Lot of WASH SKIRTS, values up to \$3.00, for ..... Taken from the standpoint of value, these bar-

gains are worthy of your careful investigation.

Sole Agents for LaCamille, Front-Lace and W. B. Back Lace Corset. 122-134 South Palafox Street.

Phone 337.